

**For Immediate Release:**  
Monday, October 05, 2015

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*Drive Alert. Arrive Alive.*

## **Allstate and GDOT bring “Reality Rides®” to Georgia State University to Combat Distracted Driving**

**ATLANTA** – Georgia State University students are getting a crash course on the dangers of distracted driving on **Wednesday, October 7.**

In partnership with the Georgia Department of Transportation’s *DriveAlert ArriveAlive* campaign, Allstate “Reality Rides®” is making a pit-stop in Atlanta on its tour of 25 cities across America. Reality Rides is a distracted driving simulator that aims to prevent these avoidable collisions. In its third year, the campaign builds awareness about the dangers of distracted driving and offers tips and information on how to be safer behind the wheel.

This year, there have been 959 traffic fatalities on Georgia roads, up from 833 fatalities in 2014. To help combat these tragedies, Reality Rides is coming to the **Georgia State campus on Wednesday, October 7 from 11 a.m. – 3 p.m.**

“We’ve got a real issue today on Georgia’s roads. If we continue at this rate, we could see over 1,200 fatalities by the end of the year. That would be the first increase in Georgia in nine years,” said Georgia DOT Commissioner Russell McMurry. “That’s just unacceptable – especially when many of these crashes can be prevented by changing driver behavior.”

A survey of more than 4,500 people who experienced Reality Rides’ simulation shows that 69 percent learned more about distracted driving, and 85 percent found the program “fun and effective.”

Reality Rides features a real but stationary car equipped with virtual reality technology that displays a responsive animated environment on a curved LED television embedded in the windshield. Using the steering wheel, gas and brake pedals, the driver is tasked with driving while also attempting to text, talk on the phone and enter navigation system directions. Participants are given traffic “tickets” that reveal potential infractions a driver could receive if the experience happened in real life, and have the opportunity to take the Allstate X the TXT® pledge to not text and drive.

### **The Facts on Distracted Driving and Teen Safe Driving:**

- Distracted driving is attributed to about 16 percent of all car collisions.<sup>ii</sup>
- Studies have shown drivers who text are 23 times more likely to crash<sup>[i]</sup>, and texting while driving is the equivalent to driving impaired after drinking four beers.<sup>[iii]</sup>
- Car crashes are the number one cause of death for everyone in the U.S. ages 11-27, with teens crashing four times more often than any other age group.<sup>i</sup>
- Stronger teen driving laws, referred to as Graduated Driver Licensing (GDL), have been shown to reduce traffic fatalities by as much as 30 percent in the states where they have been adopted.<sup>[iii]</sup>
- The Advocates for Highway & Auto Safety found that the annual economic cost due to motor vehicle crashes in Alabama is \$5.076 billion<sup>[iv]</sup>
- Research from The Allstate Foundation’s “License to Save” report found that comprehensive GDL laws could save an estimated 2,000 lives and \$13.6 billion annually.<sup>iii</sup>

To track the Allstate Reality Rides tour and see photos of participants, visit [facebook.com/xthetxt](https://facebook.com/xthetxt). While there, check out information and resources, engage in the conversation and invite family and friends to take action in support of stronger teen driving laws.

### **About the Allstate Corporation:**

[The Allstate Corporation](#) (NYSE: ALL) is the nation’s largest publicly held personal lines insurer, protecting approximately 16 million households from life’s uncertainties through auto, home, [life](#) and other insurance offered through its [Allstate](#), [Esurance](#), [Encompass](#) and [Answer Financial](#) brand names. Allstate is widely known through the slogan “You’re In Good Hands With Allstate®.” The Allstate brand’s network of small businesses offers auto, home, life and retirement products and services to customers in the United States and Canada. In 2014, The Allstate Foundation, Allstate, its employees and agency owners gave \$34 million to [support local communities](#). Allstate employees and agency owners donated 200,000 hours of service across the country.

### **About the Georgia Department of Transportation**

The Georgia Department of Transportation is committed to providing a safe, seamless and sustainable transportation system that supports Georgia’s economy and is sensitive to both its citizens and its environment. For more information on Georgia DOT, please visit [www.dot.ga.gov](http://www.dot.ga.gov). You may also follow us on Facebook (<http://www.facebook.com/GeorgiaDOT>) and Twitter (<http://twitter.com/GADeptofTrans>).

**DriveAlert ArriveAlive** calls attention to an alarming increase in roadway fatalities across Georgia, many resulting from preventable crashes and distracted driving. **DriveAlert ArriveAlive** implores motorists to buckle up; stay off the phone and no texting; and drive alert. Visit [www.dot.ga.gov/DS/SafetyOperation/DAAA](http://www.dot.ga.gov/DS/SafetyOperation/DAAA). #ArriveAliveGA

For more information about Georgia DOT, visit [www.dot.ga.gov](http://www.dot.ga.gov). You may follow us on Facebook ([www.facebook.com/GeorgiaDOT](http://www.facebook.com/GeorgiaDOT)) and Twitter (<http://twitter.com/gadeptoftrans>).

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<sup>[i]</sup> Setting Limits, Saving Lives – The Case for .08 BAC Laws, available at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov) and A Comparison of the Cell Phone Driver and the Drunk Driver, available at [www.distraction.gov/downloads/pdfs/a-comparison-of-the-cell-phone-driver-and-the-drunk-driver.pdf](http://www.distraction.gov/downloads/pdfs/a-comparison-of-the-cell-phone-driver-and-the-drunk-driver.pdf)

<sup>[ii]</sup> Virginia Tech Transportation Institute and NHTSA, “NHTSA, Virginia Tech Transportation Institute Release Findings of Breakthrough Research on Real-World Driver Behavior, Distraction, and Crash Factors”

<sup>[iii]</sup> January 2015, Advocates for Highway and Auto Safety, “2015 Roadmap of State Highway Safety Laws: Lethal Loopholes”

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